



2017-2020

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# COMMUNITY HEALTH IMPROVEMENT PLAN

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# Message from the Washington Ozaukee Public Health Department

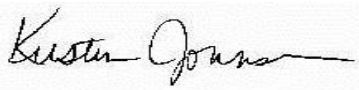
Washington County's Community Health Improvement Plan (CHIP) for 2015-2020 will outline our commitment to keeping Washington County ranked in the top ten for overall health. We would like to recognize the multiple organizations in our community that have impacted the health of our residents in the acknowledgements section. We truly thank for the members and partners of Well Washington County who support and engage our residents in creating a healthy and safe environment to live, work, learn, play and visit.

This document was developed by the Washington County Health Department and the Well Washington County Steering Committee and the format has been adapted from the Healthy People Wood County 2020 CHIP.

Thank you to all of our partners and colleagues for the work you do to maintain and improve the health of our community. Together we can make sustainable change.

Please contact Kirsten Johnson, Director of Public Health in Ozaukee County, [johnson@co.ozaukee.wi.us](mailto:johnson@co.ozaukee.wi.us) if you have any questions or would like to discuss more about how to get involved with the strategies outlined in this Community Health Improvement Plan.

Warmly,

A handwritten signature in black ink, appearing to read "Kirsten Johnson", with a long horizontal flourish extending to the right.

Kirsten Johnson, MPH, CPH, CHES  
Health Officer/Director  
Washington Ozaukee Public Health Department

Amanda Wisth, MPH, CHES  
Public Health Educator  
Washington Ozaukee Public Health Department

# ACKNOWLEDGEMENTS

Washington Ozaukee Public Health Department would like to acknowledge the following community partners for their contributions to the Community Health Improvement Plan (CHIP), who provided direction and leadership to the CHIP, assured compilation and shared data and engaged residents of Washington County through a health interest survey:

Albrecht Free Clinic  
American Heart Association  
Aurora Health Care  
Bike Friendly West Bend  
Casa Guadalupe Educational Center  
City of Hartford  
City of West Bend  
Elevate, Inc.  
Family Center of Washington County  
Froedtert & the Medical College of Wisconsin  
Germantown Civic Group  
United Way of Washington County  
UW-Extension Washington County  
UW-Washington County  
Hartford Parks & Recreation Department  
Hartford Union High School District  
Jackson Parks & Recreation Department  
Kettle Moraine YMCA  
Kewaskum School District  
Moraine Park Technical College  
Riveredge Nature Center  
Roger Memorial Hospital  
Serigraph  
Slinger School District  
Tobacco-5 Counties for Tobacco-Free Living  
Vibrant Gardens  
Washington County Aging and Disability Resource Center  
Washington County Human Services  
Washington County Master Gardeners  
Washington Ozaukee Public Health Department  
Wellspring Farms  
West Bend Mutual Insurance  
West Bend Parks & Recreation Department  
West Bend School District

# INSIDE WASHINGTON COUNTY

With the landscape carved by glaciers and towered by the historical landmark of Holy Hill, Washington County provides an atmosphere for family living, business, and industry. Washington County has well-known major manufacturing industries including: machine tooling, metal fabrication, printing, pharmaceutical distribution, photo finishing, and trucking. The location along the US Highway 45 and US Highway 41 corridors makes Washington County an ideal location for trade, business, and retail.

According to the U.S. Census Bureau, the county has a total area of 436 square miles, of which 431 square miles is land and 5 square miles is water.

Washington County includes suburban and rural areas:

- Cities of Hartford and West Bend
- Towns of Addison, Barton, Erin, Farmington, Germantown, Hartford, Jackson, Kewaskum, Polk, Trenton, Wayne and West Bend.
- Villages of Germantown, Jackson, Kewaskum (part in Fond du Lac County), Newburg (part in Ozaukee County), Richfield, Slinger
- Unincorporated communities of Ackerville, Addison, Aurora, Boltonville, Cedar Creek, Cedar Lake, Cheeseville, Colgate, Diefenbach Corners, Fillmore, Hubertus, Kirchhayn, Kohlsville, Mayfield, Myra, Nenno, Nabob, Orchard Grove, Pike Lake, Pleasant Hill, Rockfield, Rugby Junction, Saint Anthony, Saint Lawrence, Saint Michaels, Thompson, Victory Center, Wayne, Young America

## **Washington County is Wisconsin's 12<sup>th</sup> Healthiest County**

According to the 2015 County Health Rankings released by the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation County Health Rankings, Washington is ranked among the top 15 healthiest counties in Wisconsin. Therefore, partners still have work to do to collectively impact the health needs of Washington County.

The *County Health Rankings* measure the health of nearly all counties in the nation and rank them within states. The rankings are compiled using county-level measures from a variety of national and state data sources. These measures are standardized and combined using scientifically-informed weights. Understanding the root cause of health outcomes by looking at the rankings and considering data about social determinant of health such as social and economic factors, informs health priorities and actionable areas for Washington's Community Health Improvement Plan.

## **Community Health Needs Assessment (CHA)**

The purpose of the Community Health Needs Assessment (CHA) is to provide Washington County with information for an assessment of the health status of residents. Primary objectives are to:

1. Gather specific data on behavioral and lifestyle habits of the adult population.
2. Gather data on the prevalence of risk factors and disease conditions existing within the adult population.
3. Compare, where appropriate, health data of residents to previous health studies.
4. Compare, where appropriate and available, health data of residents to state and national measurement along with Health People 2020 goals.

This report was commissioned by Aurora Health Care, Froedert & the Medical College of Wisconsin, Children's Hospital of Wisconsin and Columbia St. Mary's in partnership with the Washington County Health Department. The community health survey is supported by additional data collected and analyzed by the Center for Urban Population Health. Secondary data included the County Health Rankings, US Census Bureau, American Community Surveys, Healthy People 2020, and Healthiest Wisconsin 2020.

### **Methodology**

In 2015, a shared community health needs assessment (CHA) was conducted to determine current community health needs in Washington County. The structure of the CHA was a blended version of the Wisconsin State Health Plan (Healthiest Wisconsin 2020) and the County Health Rankings. Based on the CHA's comprehensive data review utilizing the primary and secondary data sources resulted in demonstrating seven areas of concern for the health of Washington County. The seven health concerns identified were alcohol use, other drug use, tobacco use, injury prevention, obesity, mental health and breastfeeding.

In 2016, after the completion of the CHA, a Steering Committee was identified to determine the Community Health Improvement Plan process. Following the first exploratory meeting, more than 20 key stakeholders and leaders convened to review the community interest survey which was conducted to gather input from persons who represented the broad interests of the community and to identify community assets, prioritize significant health needs, and develop implementation strategies to address the needs within the community, resources, strategic goals and partnerships. After review of the data, the following priority areas emerged; substance abuse, chronic disease and mental health. In addition, the Steering Committee formalized a county-wide effort with a name, vision, mission and purpose. An ad-hoc committee agreed to form four action teams to address the priority areas. These action teams are nutrition and physical activity, alcohol, tobacco and other drugs, mental health and workplace wellness.

# ABOUT WELL WASHINGTON COUNTY



**Vision:** Washington County: Healthy People, Communities, Workplaces and Environment.

**Mission:** Working to improve the health of Washington County through employers and community partners.

**Purpose:** The purpose of Well Washington County is to mobilize residents, organizations, employers and stakeholders to make an economic and measurable impact on the health needs of Washington County.

**Focus areas:** Well Washington County plans to address four focus areas for 2017-2020: Physical Activity & Nutrition, Alcohol, Tobacco & Other Drugs, Mental Health and Worksite Wellness.

Well Washington County is a community-wide initiative working collaboratively to sustain and improve the health of Washington County residents through improved physical activity and nutrition, improved mental health, the prevention of alcohol, other drug and tobacco use, and the expand workplace wellness.

The Washington Ozaukee Public Health Department, in collaboration with numerous community partners, formed the Well Washington County coalition in February 2016. Well Washington County was developed to identify Washington County resident's health priorities and work towards improving health outcomes based on those priorities.

The health priorities identified were substance abuse, chronic disease and mental health. Community partners actively participate on action teams focused on physical activity & nutrition, alcohol, tobacco & other drugs, mental health and workplace wellness to address health priorities. Not only were these the health concerns that the community identified, but they were also the areas of greatest priority according to Washington County's collected Community Health Assessment (CHA).

In addition to the four action teams, Well Washington County has a Leadership Council that acts as the backbone foundation by sustaining coalition efforts through working collaboratively and sharing resources. The Leadership Council is a compilation of action team chairs, co-chairs, leaders representing local hospitals, clinics, non-profit groups, and the health department. In early 2016, the Leadership Council worked collaboratively with the action teams to establish a strategic plan for the next term.

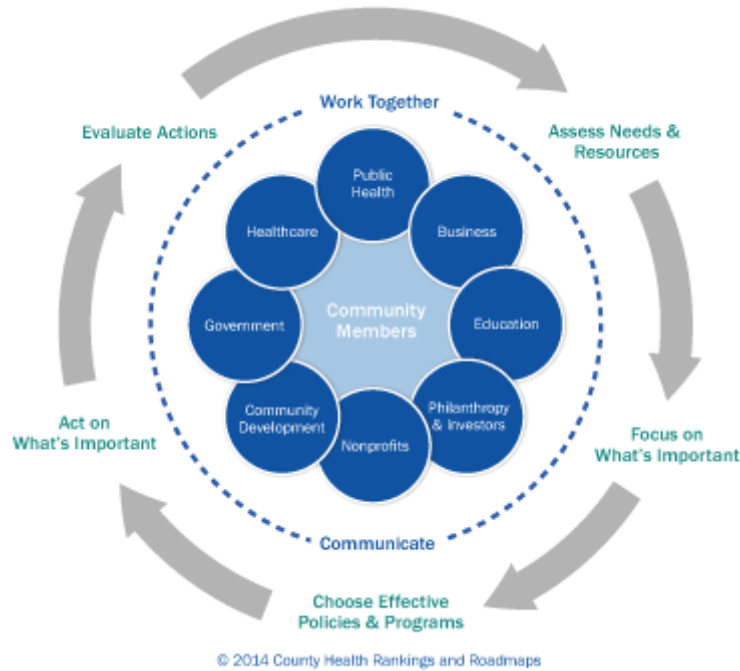
## WELL WASHINGTON COUNTY LEADERSHIP COUNCIL

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Coalition Director  
Coalition Coordinator  
Mental Health Chair  
Alcohol, Tobacco & Other Drugs Chair  
Nutrition & Physical Activity Chair  
Workplace Wellness Chair  
Aurora Health Care  
Froedtert & Medical College of WI  
Albrecht Free Clinic  
Kettle Moraine YMCA  
United Way of Washington County  
UW-Extension Washington County

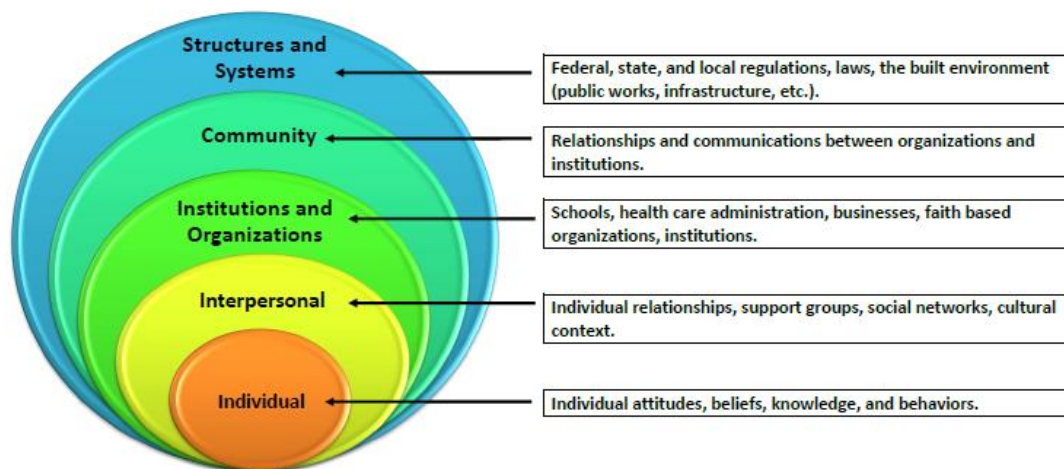
# WELL WASHINGTON COUNTY PRIORITY AREAS

Evidence-based and best practices were researched and utilized as a framework to development the goals, objectives and strategies for the strategic plan. We recognize it is essential to engage our community and collaborate with many interested organizations to understand and address the socioeconomic factors including where people work and play to improve their health and welfare. As part of the CHIP, interventions were selected to address socioeconomic conditions that have a potential to produce wide-ranging health benefits and that aim to reduce health disparities.



Source: <http://www.walhdab.org/?customsitemodel/>

The Community Health Improvement Plan is based on the Social Ecological Model (SEM). The SEM is a framework that enables us to consider the influence of individual *and* environmental factors on health & health-related behaviors. Therefore, in order to impact health outcomes, we need to address determinants at the individual, interpersonal, organizational, community and public policy levels.



Source: [http://www.cdc.gov/obesity/health\\_equity/culturalRelevance.htm](http://www.cdc.gov/obesity/health_equity/culturalRelevance.htm)



# COMMUNITY HEALTH PRIORITY AREAS

Eat & Move Well • Work Well • Choose Well • Think Well



## 1) Chronic Disease Prevention & Management

To reverse the obesity epidemic and reduce chronic disease, community efforts should be focused on supporting healthy eating and engaging in regular physical activity. Moving more and eating well has tremendous health benefits such as strengthening bones and muscles, reducing stress and depression, makes it easier to maintain a healthy body weight or to reduce weight if overweight or obese and reduces rates of high blood pressure, heart disease, diabetes, and cancer.

### **Rational:**

- In 2014, 67% of Washington County adults were classified as overweight (BMI 25 to 29.9) or obese (BMI 30 or higher).
- In 2015, 9% of Washington County residents were diagnosed with Diabetes.
- In 2014, 27% of Washington County residents reported having High Blood Pressure.
- In 2014, 6% of Washington County residents reported having Heart Disease or related condition.
- In 2011, 29% of children in WI age 10-17 years were overweight or obese.

## EAT & MOVE WELL ACTION TEAM

**Goal Statement: To decrease the percentage of chronic disease in Washington County by increasing physical activity and healthy eating.**

**Objective #1: By December 2020, increase consumption of fruits and vegetables among Washington County residents.**

### **Performance Measures:**

- In 2014, 66% of Washington County residents reported consuming recommended fruit intake
- In 2014, 29% of Washington County residents reported consuming recommended vegetable intake

### **Strategies**

- Start a collaborative Harvest of the Month program across Washington and Ozaukee Counties that will feature one produce per month.
- Partner with at least one community to implement program in the school district, one grocery store, one workplace, and one restaurant.
- Partner with health systems in each county to implement program in hospital cafeterias.
- Market Harvest of the Month via social media and print media.

**Objective # 2: By December 2020, get at least one festival or event in Washington County to adopt a healthy vendor policy.**

### **Performance Measures:**

- At least one new festival/event in Washington County will include adopt a health vendor policy.

### **Strategies**

- Create inventory of potential festivals or events.
- Research healthy vendor policy examples
- Draft healthy vendor policy
- Approach festival or event coordinators to adopt policy

**Objective # 2b: By December 2020, get at least three employers to adopt and implement healthy vending machines policies.**

***Performance Measures:***

- *At least 3 employers will implement healthy vending machines policies (can be determined by Workplace wellness group)*

**Strategies**

- Research healthy vending policies
- Provide final healthy vendor policy to the Work Well Action Team
- Support the Work Well Action Team to approach vendors in supplying healthy options

**Objective #3: By December 2020, increase percentage of Washington County residents who report they are physically active.**

***Performance Measures:***

- *In 2015, 21% of Washington County residents reported being physically inactive.*
- *Increase physical activity by 2%, from 79% to 81%.*

**Strategies**

- Apply for a Bronze level Bike Friendly Designation for the City of West Bend
- Advocate for a Complete Streets policy in at least one of the communities in Washington County
- Support Bike Friendly West Bend initiatives
- Partner with Bike Friendly West Bend to hold community events
- Expand Bike Friendly beyond West Bend

**Objective #4: By December 2020, increase number of active parks in Washington County.**

***Performance Measures:***

- *At least one park in Washington County will include opportunities to be active through fitness equipment or other means.*

**Strategies**

- Research Active Park models
  - Partner with Villa Park Revitalization Project to incorporate fitness equipment
  - Assist in applying for fund to cover purchasing and installing active park components
  - Partner with YMCA to host a demo days event
  - Develop an Active Parks plan for approaching other parks/systems in the county.
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**2) Substance Abuse**

Excessive alcohol consumption, tobacco and drug use contribute to significant health concerns including but not limited to unintentional injuries (e.g. car crashes, falls, burns, drowning), intentional injuries (e.g., firearm injuries, sexual assault, domestic violence), alcohol poisoning, overdoses, sexually transmitted infections, unintended pregnancy, high blood pressure, stroke and other cardiovascular diseases, and poor control of diabetes. In addition, substance abuse is extremely costly to society from losses in productivity, health care, crime and other expenses (CHA, 2013).

***Rational:***

- *In 2015, 28% of Washington County adults reported binge drinking, higher when compared to the state (22%) and the United States (15%).*
- *In 2015, 38% of motor vehicle deaths had alcohol involved.*
- *In 2015, 14% of Washington County adults reported cigarette smoking in the past 30 days (current smoker).*
- *In 2015, 5% of Washington County residents reported using electronic cigarettes.*

- *In 2015, 10% of Washington County mothers indicated smoking during pregnancy.*
- *From 2009 to 2013, there were 7 reported overdose deaths involving prescription painkillers and heroin in Washington County.*
- *In 2015, 8.5% of 10<sup>th</sup> grade students reported abusing prescription drugs in the last 30 days.*

## **CHOOSE WELL ACTION TEAM**

### **Goal Statement 1: To reduce youth substance abuse.**

**Objective #1: Improve compliance with the minimum purchase laws/ reduce youth access of alcohol, tobacco & prescription drugs.**

#### **Strategies**

- Implement alcohol & tobacco compliance checks
- Hold responsible alcohol sales classes and serve education
- Media Campaigns for example “Parents Who Host Lose the Most”
- Local business policy development

**Objective #2: Regulate alcohol & tobacco licensing countywide.**

#### **Strategies**

- Outlet density mapping for alcohol and tobacco countywide
- Review policies for licensing of tobacco and alcohol in each jurisdiction
- Require wristbands at community festivals
- Regulate number of drinks purchased per person at festivals
- Designate specific areas for alcoholic beverage consumption

**Objective #3: Increase compliance with existing policies or procedures which set clear standards of behaviors and consequences related to youth alcohol and tobacco use.**

#### **Strategies**

- Continue to enforce “Social Host” policy countywide
- Continue to help monitor and enforce policies and procedures
- Review district policies regarding ATODA use
- Increase awareness of vaping devices and assure policies are updated

**Objective #4: Increase number of youth involved in ATODA prevention efforts.**

#### **Strategies**

- Provide schools with research based high school programming
- Provide training to implement programming
- Continue to implement programming in elementary and middle schools
- Maintain inventory of prevention programming provided in the schools
- Offer opportunities for youth to become involved with coalition efforts

**Objective #5: Generate local funds to assist with alternative activities and one-time events.**

#### **Strategies**

- Implement alternative activities
- Continue implementing skills training for youth groups
- Recognition events for youth

**Objective #6: Increase number of parents active in family/community based prevention efforts.**

#### **Strategies**

- Provide parent education programming
- Increase faith community involvement
- Continue to offer “Hungry Heart” documentary
- Develop Speaker Bureau to educate community and workplaces
- Support State & National media campaigns
- Expand “Parent Pledge” and promote “ Party Alert”

- Promote use of prescription drug drop off sites

**Objective #7: Create community awareness about local ATODA use, addiction and its impact on community.**

**Strategies**

- Coaching and support for families
- Increase Naloxone trainings
- Promote sober activities
- Support increase in treatment options
- Increase funding for prevention and treatment

**Goal Statement 2: Continue to strengthen and sustain community coalition.**

**Objective #1: Increase the number of members that report they play a critical role in the success of the coalition and represent various facets of the community.**

**Strategies**

- Evaluate and refine Prevention Network structure
- Review and refine operations of meetings
- Continue to recruit new members

**Objective #2: Community awareness of the Prevention Network (Alcohol, Tobacco, and Other Drug Action Team)**

**Strategies**

- Prevention Network annual meeting
- Website maintenance for updated information

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### **3) Mental Health**

Mental health conditions are extremely costly to society, due to diminished personal, social and occupational functioning according to the CDC. Mental health conditions are associated with chronic diseases such as cardiovascular disease, diabetes and obesity, and related to risk behaviors for chronic disease, such as physical inactivity, smoking and excessive drinking (CDC, 2014).

***Rational:***

- *In 2015, 18% of Washington County residents reported having a mental health condition.*
- *In 2015, Washington County residents reported having on average 2.3 mentally unhealthy days in the past 30 days.*
- *In 2015, there a reported 11 suicides in Washington County.*

## **THINK WELL ACTION TEAM**

**Goal Statement: To improve the mental health culture in Washington County.**

**Objective 1:** By 2020, at least one municipality in Washington County will pilot Cultivate.

**Strategies**

- Reduce stigma and awareness campaign
- Through advocacy and outreach, engage key stakeholders on issues and trends effecting those with mental illness

**Objective 2:** By 2020, increase the percentage of funding sources dedicated to mental health initiatives throughout Washington County.

**Strategies**

- Inventory MH funding sources county, regionally and state and federal
- Increase funding to provide transportation grants for underserved populations to obtain treatment/services
- Educate funding sources on issues surrounding mental illness in Washington County

**Objective 3:** By 2020, increase peer support networks for individuals and families living with mental health illness.

**Strategies**

- Increase number of community health navigators or certified peer support specialists
- Utilization and enhancement of Impact211/COPE
- Explore mental health first aid/or similar evidence based model
  - Inventory fire/police depts. Have been trained CIT

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#### **4) Workplace Wellness**

The workplace is an important setting for health protection, health promotion and disease prevention programs. On average, Americans working full-time spend more than one-third of their day, five days per week at the workplace. The use of effective workplace programs and policies can reduce health risks and improve the quality of life for American workers. Maintaining a healthier workforce can lower direct costs such as insurance premiums and worker's compensation claims. It will also positively impact many indirect costs such as absenteeism and worker productivity (CDC, 2016).

### **WORK WELL ACTION TEAM**

**Goal Statement:** To create a workplace wellness network for worksites to share best practices, receive technical support and collaborate on local wellness initiatives.

**Objective 1:** By 2020, at least 10 Washington County workplaces will complete the Workplace Wellness Series.

**Strategies**

- Partner with Wisconsin Department of Health Services to host a series of in-person workshops and webinars
- Provide incentives for workplace to participate

**Objective 2:** By 2020, at least one workplace in each community will participate in local Well Washington County initiatives.

**Strategies**

- Partner with at least one workplace in Hartford, Kewaskum, Slinger and West Bend to implement the Harvest of the Month Program
- Partner with workplaces to adopt a healthy vending policy
- Encourage workplaces to promote Bike Month and participate in Bike to Work Day
- Partner with workplaces to provide mental health trainings for employees
- Support funding opportunities for mental health
- Support speaker bureau
- Support evaluation in the schools
- Advocate for wristbands at community festivals

- Advocate for ATODA education in the schools
- Support fund raising efforts for 2<sup>nd</sup> printing of Opiate/Heroin Awareness Toolkit
- Support implementation of drug testing policies
- Promote smoke free businesses and update policies to include all vaping devices

# LEARN MORE ABOUT WELL WASHINGTON COUNTY

## **Coalition Coordinator**

Amanda Wisth, Public Health Educator

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## **Website**

<http://wi-ozaukeecounty.civicplus.com/2400/Well-Washington-County>



## **Facebook Page**

<https://www.facebook.com/wellwashingtoncounty/>

## REFERENCES

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